

Fig. 1

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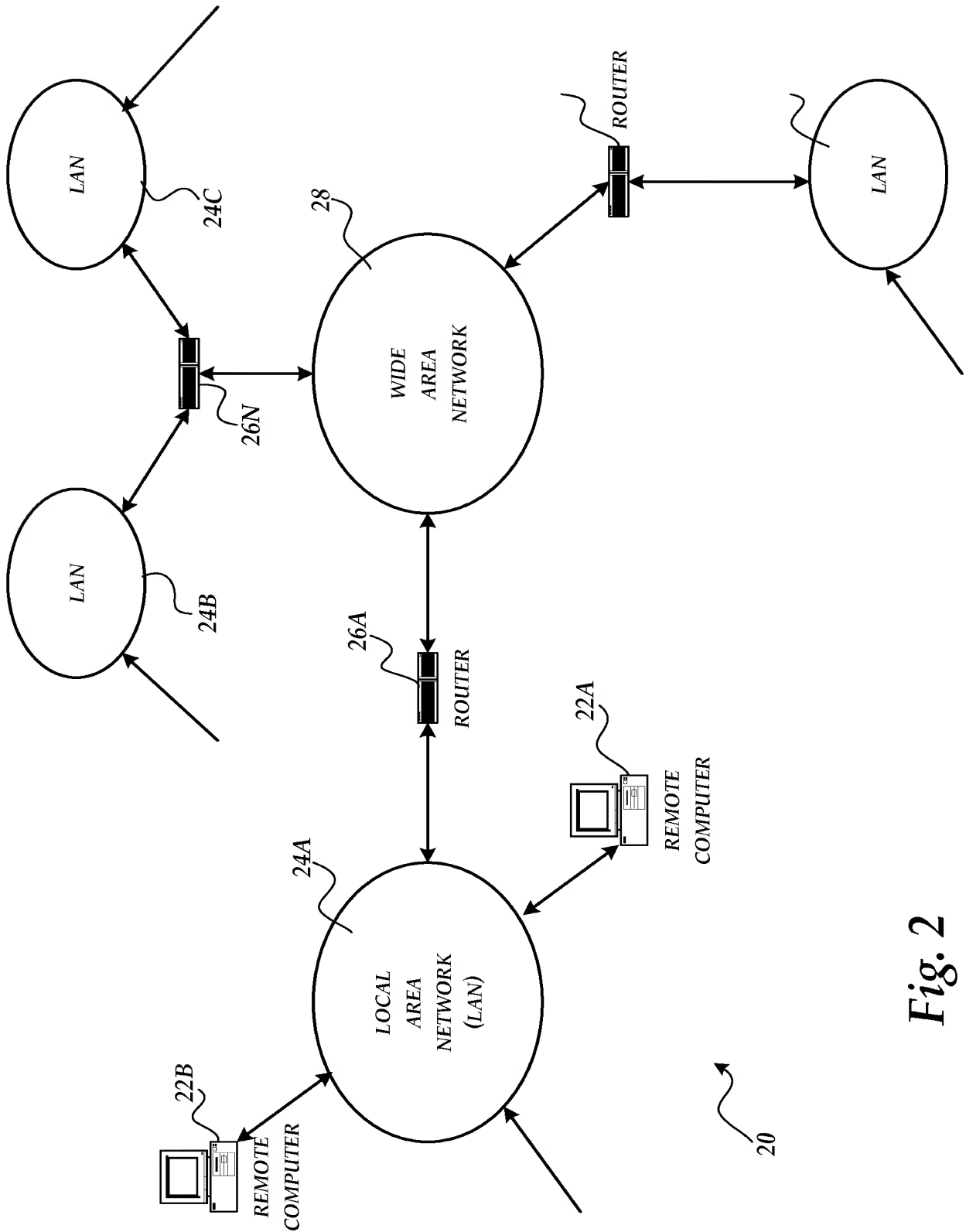


Fig. 2

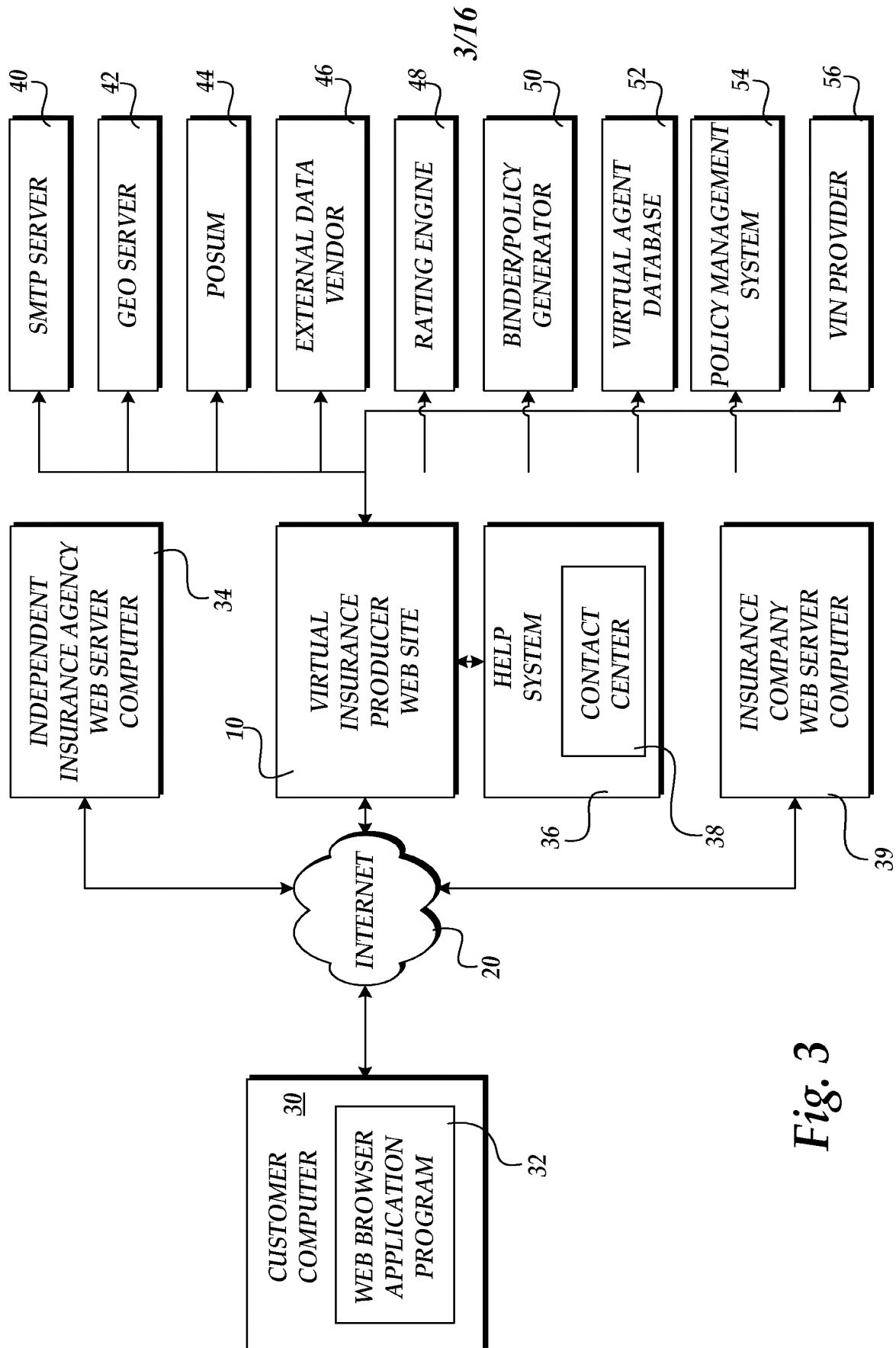


Fig. 3

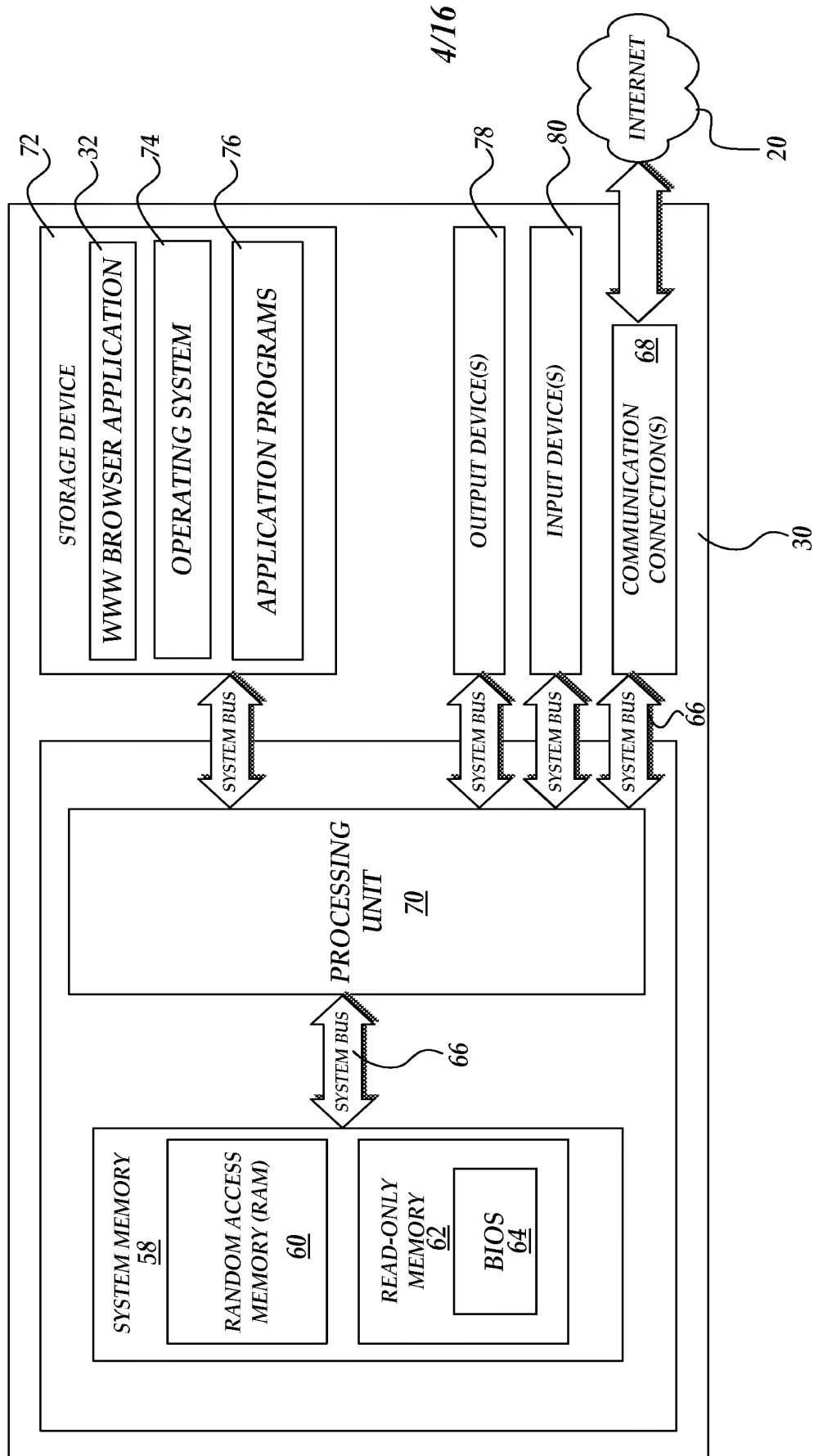


Fig. 4

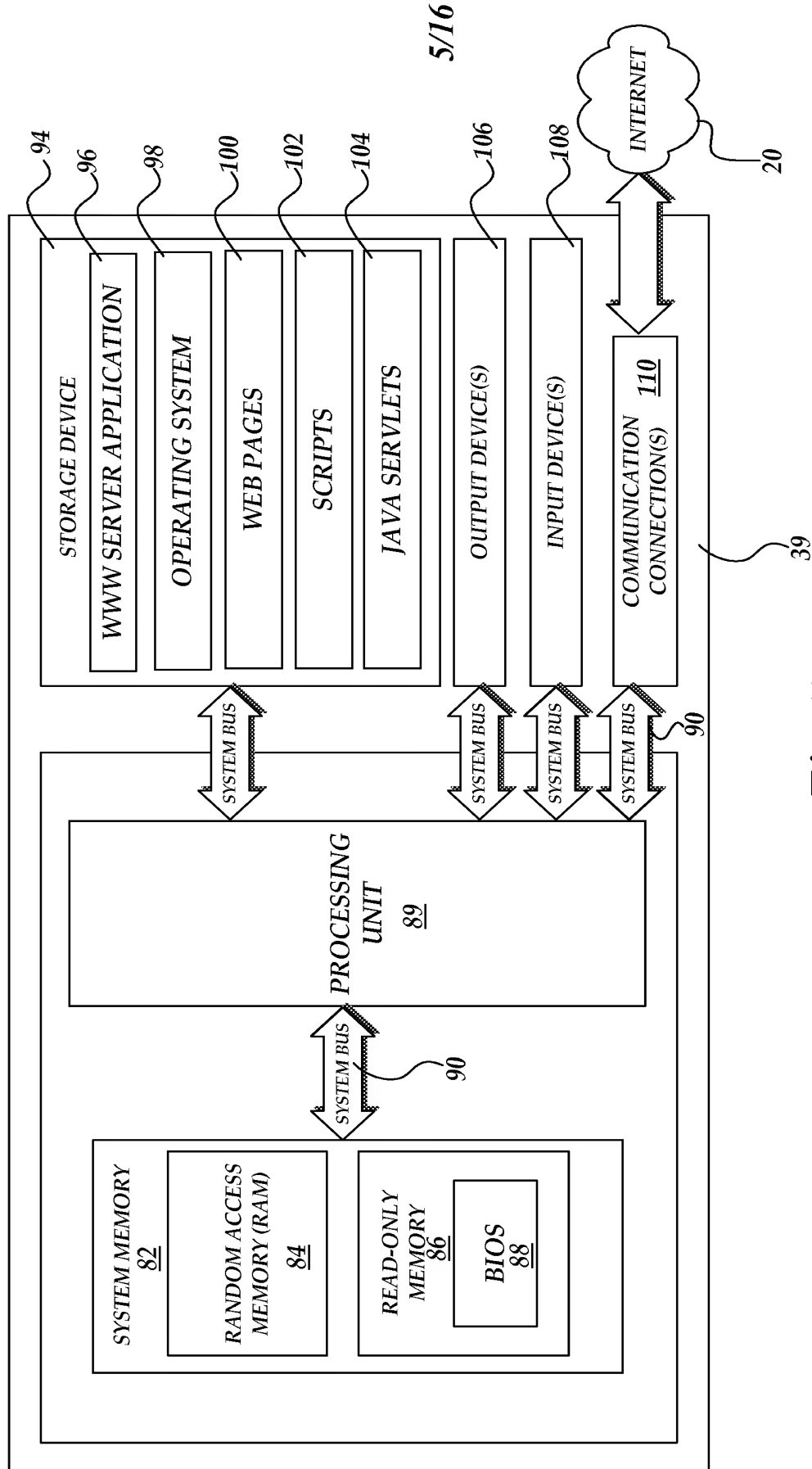


Fig. 5

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Family - Insurance - Auto - Microsoft Internet Explorer

Address: http://dev00117.zimweb.com/geico/geico/autocast\_page.htm

SAFE CO AGENT SUPPORT ANY TIME

**STEP ONE - DRIVER INFORMATION**

Note: Fields designated with a red asterisk (\*) are required fields.

**First name:**

Please enter your first name only

**\*Email address:**

Your email address is collected solely for communication and tracking purposes. SAFECO will not provide your email to third parties or use your email address for solicitations. Please review our Privacy Policy for more detailed information.

**Zip code:**

Please enter the Zip code of your primary residence, where your vehicle(s) is/are kept overnight (if you are providing your Zip code in Zip+4 format, please use the format 12345-6789)

**\*Number of vehicles:**

Please select the number of vehicles you are interested in insuring

**114** HAVE A SAFECO AGENT CALL YOU?

**116** CHAT ONLINE WITH A SAFECO AGENT

**118** EMAIL A SAFECO AGENT

Local intranet zone

Fig. 6A

32

Family - Insurance - Auto - Microsoft Internet Explorer

Address: http://dev00117.zimweb.com/geico/geico/autocast\_page.htm

**120** Drivers:

How many drivers (including yourself) are licensed to drive and will have access to these vehicles?

**122** What would you like to do?

Get a quick online insurance estimate

Get a guaranteed insurance quote, with an option to purchase online

Please indicate whether you're just interested in getting an estimate quotes for insurance, or interested in completing an insurance purchase now

**Continue**

**114** HAVE A SAFECO AGENT CALL YOU?

**116** CHAT ONLINE WITH A SAFECO AGENT

**118** EMAIL A SAFECO AGENT

SAFE CO AGENT SUPPORT ANY TIME

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Local intranet zone

Fig. 6B

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The screenshot shows a web browser window with the address bar displaying a URL. The page title is "SAFECO INSURANCE". The main heading is "FOR YOUR AUTO". Below this, there is a section titled "STEP ONE - DRIVER INFORMATION". A note states: "Note: Fields designated with a red asterisk (\*) are required fields." The form includes a text input field for "Your first name:" and a text input field for "Your middle initial:". To the right of the form, there are three circular icons with labels: "HAVE A SAFECO AGENT CALL YOU", "CHAT ONLINE WITH A SAFECO AGENT", and "EMAIL A SAFECO AGENT". A curved line connects these icons to a point labeled 114. A label 116 points to the "CHAT ONLINE WITH A SAFECO AGENT" icon, and a label 118 points to the "EMAIL A SAFECO AGENT" icon. A label 124 points to the "Your first name:" input field. A label 32 points to the bottom right corner of the browser window.

Fig. 7A

The screenshot shows a web browser window with the address bar displaying a URL. The page title is "SAFECO INSURANCE". The main heading is "FOR YOUR AUTO". Below this, there is a section titled "STEP ONE - DRIVER INFORMATION". A note states: "Note: Fields designated with a red asterisk (\*) are required fields." The form includes a text input field for "Your middle initial:", a text input field for "Your last name:", a dropdown menu for "Suffix:", a text input field for "Your email address:", a text input field for "Mailing address 1:", a text input field for "Mailing address 2:", a text input field for "City:", a dropdown menu for "State:", a text input field for "Zip code:", a dropdown menu for "Marital status:", a text input field for "Birth date:" with dropdown menus for "Month:", "Day:", and "Year:", and a dropdown menu for "Gender:". A label 124 points to the "Your email address:" input field. A label 32 points to the bottom right corner of the browser window.

Fig. 7B

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Family Insurance Auto - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Channels Fullscreen Help Print Exit

Address [http://devex01.77endpoints/geeky/auto/Fut\\_01.htm](http://devex01.77endpoints/geeky/auto/Fut_01.htm) Links

**Driver's license number:**  Please provide your current driver's license number.

**State in which driver's license is issued:**  Please select the state that issued your current driver's license.

**Social Security Number:**  While this field is not required to complete your guaranteed quote, your social security number will help us ensure that we are quoting you the best rate possible.

**Your occupation:**  Please select the occupation from the menu above that is the closest match to your occupation.

**Current auto insurance carrier:**  Please select the insurance carrier you are currently insured with. If you are not currently insured, select "no prior insurance".

**Current auto policy number:**  Please provide your current auto policy number, which can be found on the policy itself, or your insurance card.

124

32

Fig. 7C



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Family - Insurance - Auto - Microsoft Internet Explorer

Address: http://devs017/secure/getpage/getpage/auto/hk\_03.htm

HOW MUCH FASTER  
SAFECO AGENT SUPPORT ANYTIME

THE SAFECO ADVANTAGE  
HOW TO LOWER THE COST  
OF YOUR PREMIUM

STEP TWO -  
VEHICLE INFORMATION

FINAL QUOTE & PURCHASE NOW

Note: Fields designated with a red asterisk (\*) are required fields.

<Primary Insured's first name>, you also indicated there are 1 vehicle(s) you are interested in insuring. Please provide some basic information about each vehicle below.

Vehicle 1

\*Model year: [Select]

Please indicate the model year:

\*Make: [Select]

Please indicate the manufacturer (make) of the vehicle

OR

If available, please enter the Vehicle Identification Number (VIN) instead of the manufacturer's name:

The VIN is a 17 digit serial number which can be located on your vehicle's dashboard (usually on the driver's side, continuously rotated where the dashboard

SAFECO AGENT SUPPORT ANYTIME

HAVE A  
SAFECO AGENT  
CALL YOU

CHAT ONLINE  
WITH A  
SAFECO  
AGENT

EMAIL A  
SAFECO  
AGENT

114

116

118

126

32

Fig. 8A

Family - Insurance - Auto - Microsoft Internet Explorer

Address: http://devs017/secure/getpage/getpage/auto/hk\_03.htm

\*Primary use of vehicle: [Select]

Please indicate how this vehicle is primarily used. Select "Business use" if this vehicle is regularly used for occupational responsibilities such as sales or delivery.

\*Primary operator of vehicle: [Select]

Who drives this vehicle the most?

\*Percentage of use per driver:

<Primary> [Select] <Driver 3> [Select]

<Driver 2> [Select] <Driver 4> [Select]

Please designate the percentage that each driver uses the vehicle. All percentages must total 100%.

\*Miles within the next 12 months: [Text]

Please enter the estimated number of miles this vehicle will be driven over the next 12 month period.

\*Odometer reading: [Text]

Please enter the current odometer reading on this vehicle.

\*Anti theft device?: [Select]

This is the type of anti theft device if any you chose during the estimate process. If this is not correct, you may change it here.

\*Vehicle "garaging" address: [Text]

In this vehicle kept regularly at your mailing address or:

126

32

Fig. 8B

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Family : Insurance : Auto - Microsoft Internet Explorer

Address: [http://dev.v17/ecd/prototype/geography/autoful\\_05.htm](http://dev.v17/ecd/prototype/geography/autoful_05.htm)

HOW MUCH SHOULD YOU PAY?  
HOW MUCH SHOULD YOU PAY?  
THE SAFECO ADVANTAGE  
HOW TO LOWER THE COST  
TAX CREDITS

GOING TO THE...  
SEND AN AGENT  
CONTACT SAFECO  
SPEAK WITH A SALE  
SAFECO NEWS  
SAFECO FILM

**STEP THREE - COVERAGE INFORMATION**

FINAL QUOTE & PURCHASE MODE

Note: Fields designated with a red asterisk (\*) are required fields

<Primary insured's first name>, please select your coverage limits.

\*Coverage effective date: February 01 2008  
Please indicate the date you would like your insurance coverage to take effect, if different than today's date

\*Bodily injury liability: Select  
Bodily injury liability covers your legal liability for the injury or death of another person. The value preceding the slash is the dollar limit for any insured person and the value after the slash is the dollar limit for any one accident.

\*Property damage liability: Select  
Property damage liability covers your liability for the damage of another's property as well as their loss of use for that property

WAYS & SAFECO AGENT CALL YOU  
CHAT ONLINE WITH A SAFECO AGENT  
EMAIL A SAFECO AGENT

114  
116  
118  
128

Local content zone

Fig. 9A

Family : Insurance : Auto - Microsoft Internet Explorer

Address: [http://dev.v17/ecd/prototype/geography/autoful\\_05.htm](http://dev.v17/ecd/prototype/geography/autoful_05.htm)

\*Personal injury protection: Coverage Limit: BASIC  
Deductible: Select  
Personal injury protection covers you, your family, and your passengers' passengers of fault if they are injured in an accident. (What is the difference between "Basic" and "Extended" personal injury protection?)

\*Medical payments: Select  
Medical Payments pays for the medical expenses of the driver and passengers in your car. (What is the difference between "Personal Injury Protection" and "Medical Payments"?)

\*Underinsured motorist protection: Select  
This coverage will pay for your injuries caused by a motorist who is underinsured (a motorist whose bodily injury liability limits are insufficient to cover the extent of your damages)

\*Underinsured motorist property damage protection: Select  
This coverage will pay for damages to your vehicle caused by a motorist who is underinsured to motorist that doesn't carry sufficient coverage for the extent of your damages.

\*Comprehensive coverage (choose a deductible): <Vehicle 1 model year> <Vehicle 1 make> <Vehicle 1 model>  
usually driven by <Primary insured's

128  
32

Local content zone

Fig. 9B

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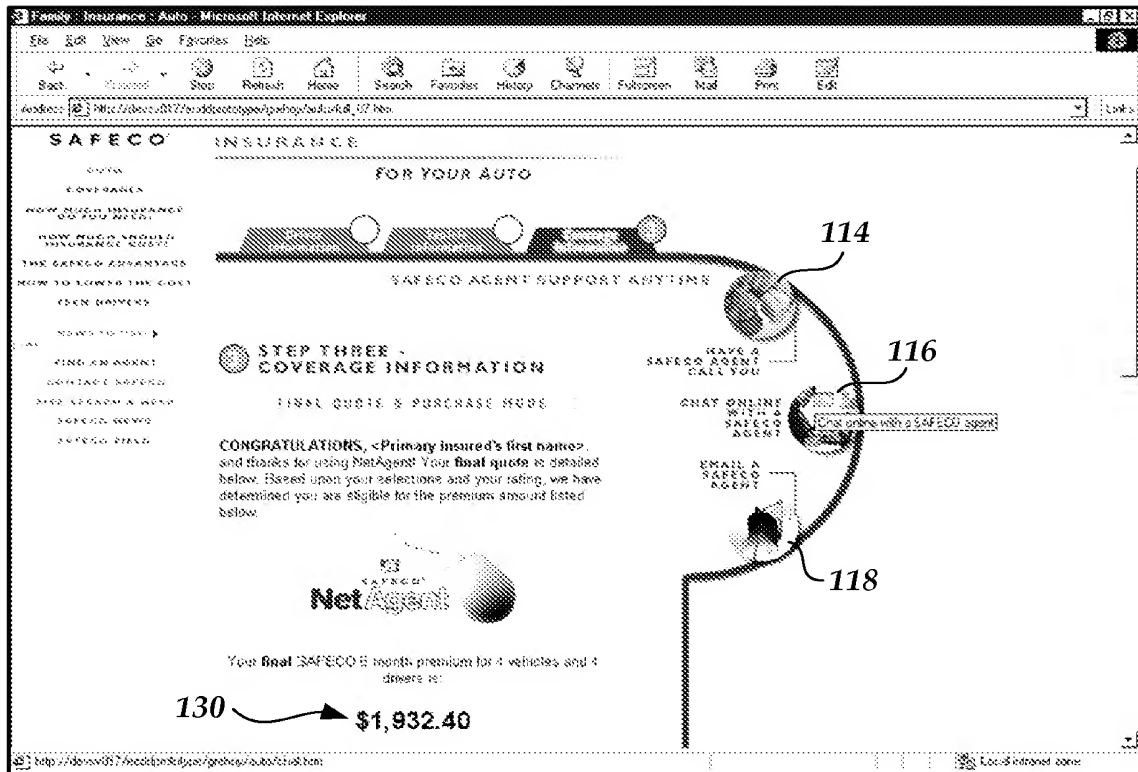


Fig. 10A

32

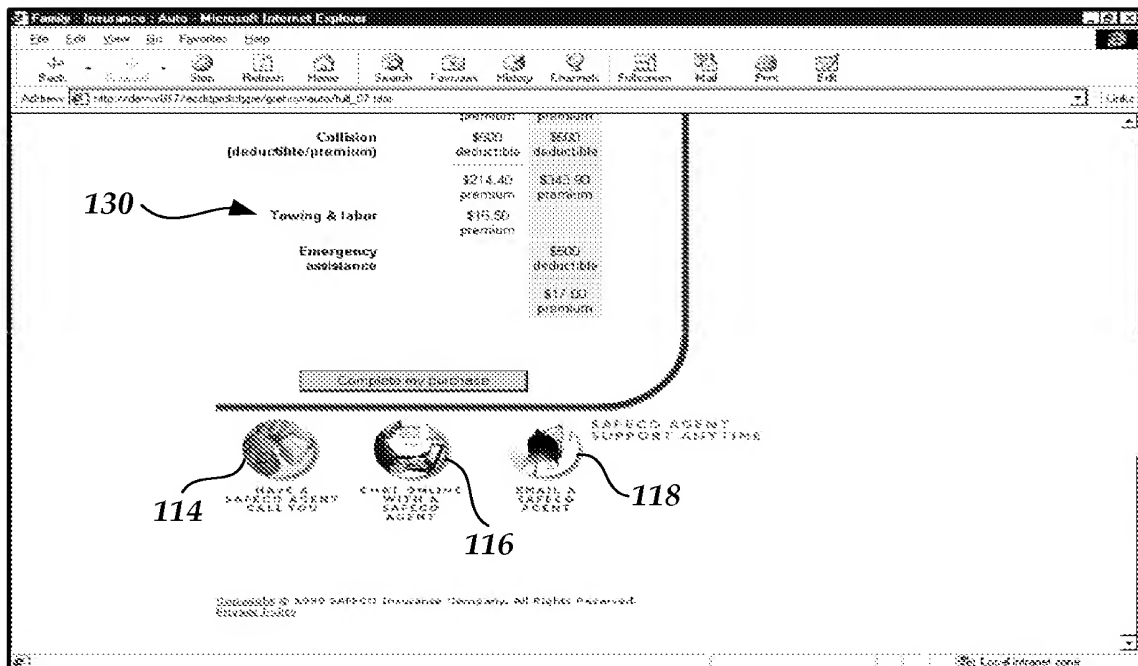


Fig. 10B

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The screenshot shows a Microsoft Internet Explorer window displaying the SAFECO Insurance website. The browser's address bar shows a URL starting with 'http://www.safeco.com/'. The website has a navigation bar with links like 'HOME PAGE', 'FOR YOU & YOUR FAMILY', 'FOR YOUR BUSINESS', 'FOR AGENTS', and 'ABOUT SAFECO'. The main content area is titled 'INSURANCE FOR YOUR AUTO'. It includes a sidebar with links such as 'COVERAGE', 'HOW MUCH INSURANCE DO YOU NEED?', 'HOW MUCH SHOULD INSURANCE COST?', 'THE SAFECO ADVANTAGE', 'HOW TO LOWER THE COST', 'YOUR DRIVERS', 'HOW TO USE', 'FIND AN AGENT', 'CONTACT US', 'SPECIAL RATES & DEALS', 'SAFECO NEWS', and 'SAFECO VIDEO'. The main text area contains a form with the following fields: 'Your first name:' (with 'John' entered), 'Your last name:', and 'Your phone number:'. Below these fields is a note: 'Please enter your area code in the first box. Do not include dashes.' There is also a paragraph of text: 'If you prefer, you can reach a SAFECO agent directly by calling 1-800-XXX-XXXX. SAFECO is ready to assist you 24 hours a day, 7 days a week. You can also elect to return to the NetAgent form you just left and modify your selection(s), or go to the SAFECO.com home page.' At the bottom, there are three radio button options: 'Please have a SAFECO agent call me' (which is selected), 'Return to previous screen and modify my selection(s)', and 'Go to SAFECO.com home page'. A label '132' with an arrow points to the 'Your first name' field. A label '32' with an arrow points to the bottom status bar of the browser window.

Fig. 11A

The screenshot shows the same Microsoft Internet Explorer window, but now displaying the 'Agent Selection' screen. The sidebar and navigation bar are identical to Fig. 11A. The main text area is titled 'Agent Selection' and contains the following text: 'All SAFECO insurance policies are sold through our network of independent agents. While you have chosen to purchase your insurance policy online, you have the opportunity to select a SAFECO agent to represent your policy, or allow SAFECO assign a local agent to you. In order to complete your purchase, please select one of the following options:'. Below this text are three radio button options: 'I would like to select a SAFECO agent near me' (labeled 134), 'Please assign a SAFECO agent to my policy for me' (labeled 136), and 'I have an existing SAFECO agent who I would like assigned to my policy' (labeled 138). A 'Continue' button is located at the bottom of the form. A label '32' with an arrow points to the bottom status bar of the browser window.

Fig. 11B

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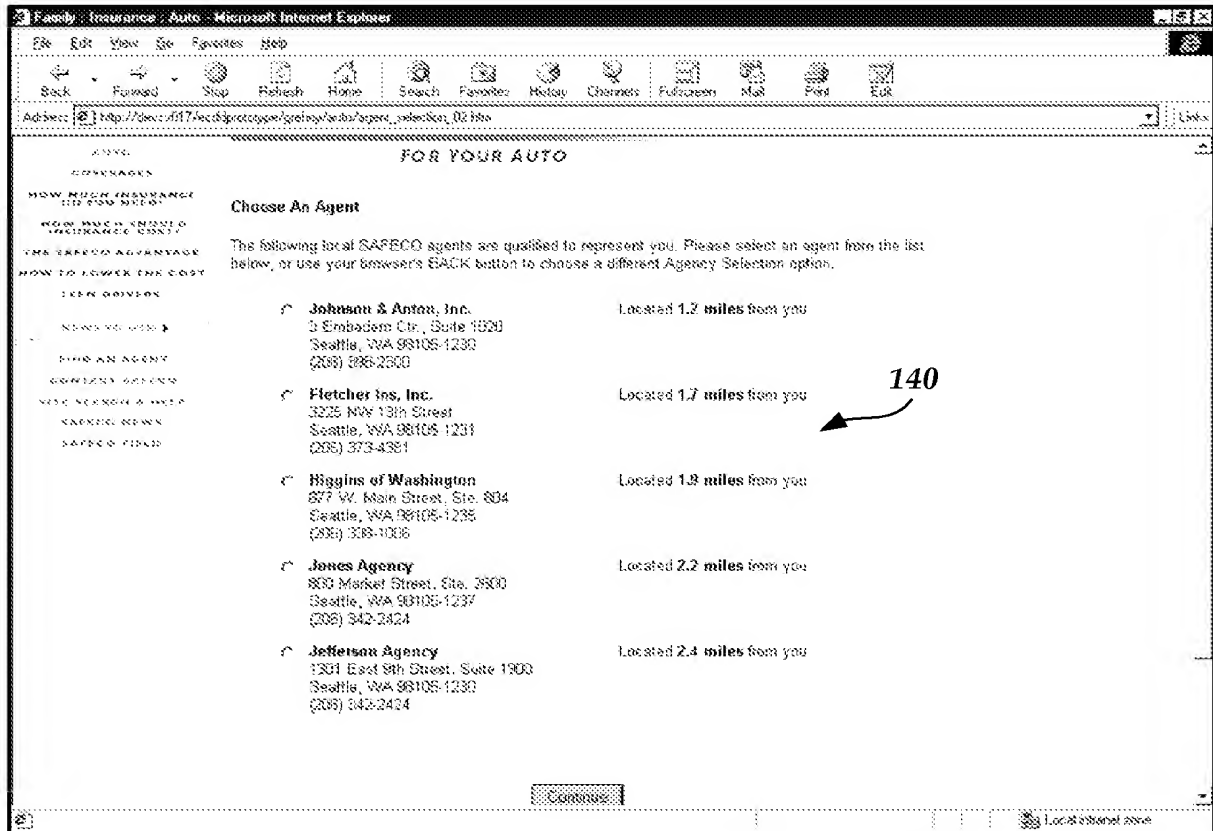


Fig. 11C

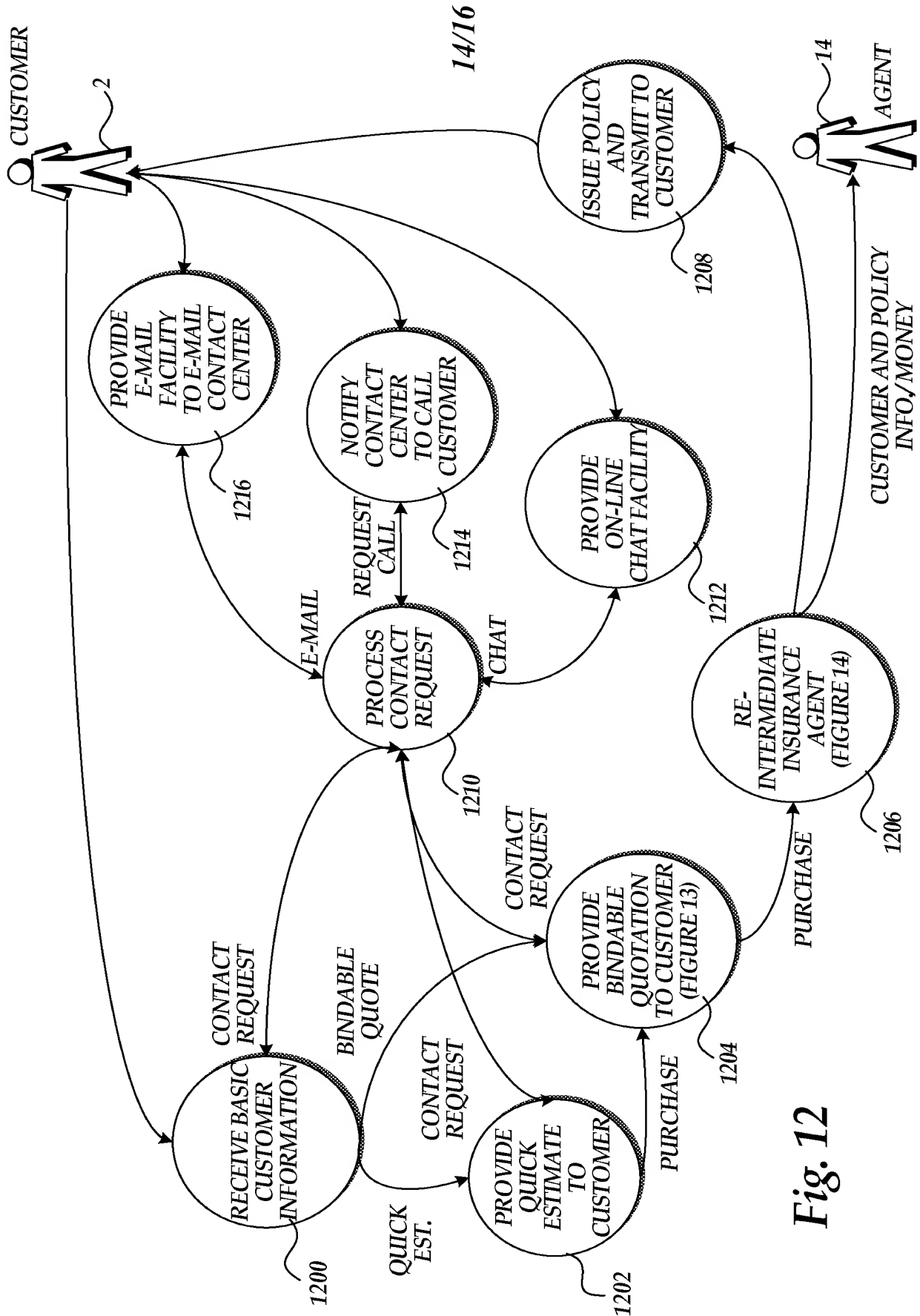
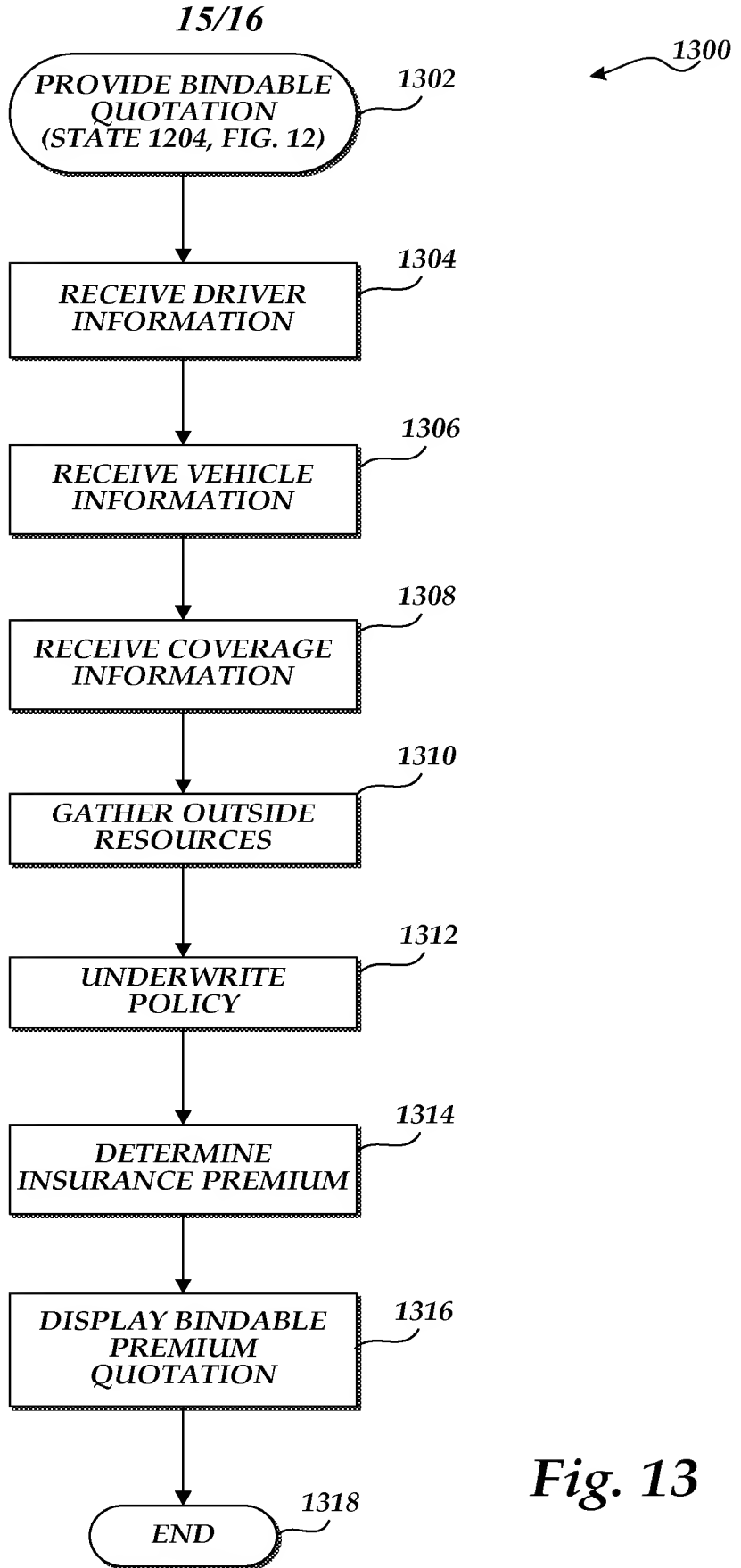


Fig. 12



**Fig. 13**

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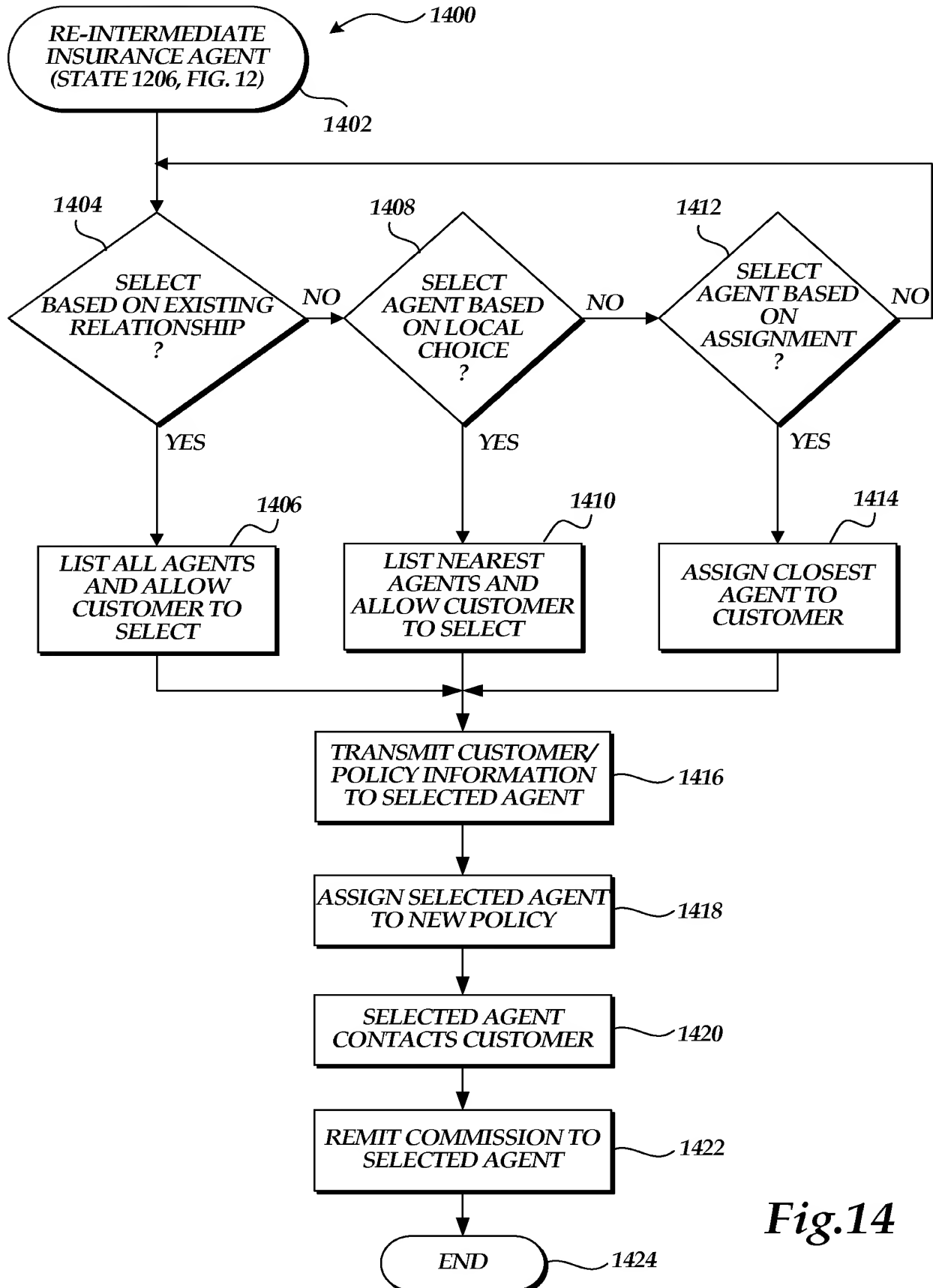


Fig.14